**MINUTES**

THURSDAY, JUNE 30, 2022

LOUISIANA DAIRY INDUSTRY PROMOTION BOARD MEETING

47076 N MORRISON BOULEVARD

CONFERENCE ROOM

HAMMOND, LA

**CALL TO ORDER**

Chairman Susie Sharkey called the meeting to order at 10:09 a.m.

**ROLL CALL**

LDIPB Director Michelle Estay called the roll.

**DECLARATION OF A QUORUM**

The presence of a quorum was declared by Chairman Sharkey.

**MEMBERS PRESENT MEMBERS ABSENT**

MICHAEL SHAUN HOUEYE TED MILLER

ROBERT SHARKEY RANDY MORELL

SUSIE SHARKEY

DARRELL SINAGRA

MICHELLE ESTAY – DESIGNEE FOR COMMISSIONER MIKE STRAIN, DVM

Mrs. Sharkey asked Mike Konkle of Dairy Max, who joined the meeting via Zoom, to introduce the new dietician assigned to work in Louisiana. Also joining the meeting via Zoom, Marty McKinzie of Dairy Max introduced Ashley Winfrey, the Health and Wellness Coordinator for Louisiana. Ms. Winfrey informed members about her background and what she will be doing in her position.

**PUBLIC COMMENT**

There was no public comment.

**APPROVAL OF MINUTES**

A motion made by Robert Sharkey and second by Darrell Sinagra to approve the minutes of the March 31, 2022, meeting. The motion carried.

**FINANCIAL REPORTS**

Mrs. Estay read the March through May 2022 financial reports. She reviewed outstanding expenses that still need to be paid and outstanding assessments that are still pending to be recorded.

Mrs. Estay informed the Board that Flowing Hills Creamery still has not sent in their assessments nor provided their production numbers. She said that a LDAF auditor drafted a letter to the company informing them that an audit will be conducted on July 19 to determine the production numbers as authorized by statute. Mrs. Estay stated that the Brand Commission served notice to the company on June 23, hand-delivering the letter and obtaining signature of receipt. She said that the letter informed the company of the one-time opportunity to reschedule the audit if the July 19 date is not workable. Mrs. Estay stated that if the auditor does not hear back from the company about rescheduling the audit, he will go out there on the original date scheduled. She informed Mike Konkle of Dairy Max that the final figures for yearly assessments may not be available until August, and she will update him when they are known. He stated that would be fine because they work on a calendar year with keeping up with assessments.

A motion made by Michael Shaun Houeye and second by Robert Sharkey to approve the March through May 2022 financial reports. The motion carried.

**FY 2023 PROPOSED BUDGET**

Mrs. Estay discussed the FY 2023 proposed budget, which covers July 2022 through June 2023. She recommended starting the budget exactly as last year’s budget and advised board members that changes may be made, and the budget amended at upcoming meetings. Mrs. Estay requested that board members let her know if they would like any item in the budget increased or decreased. Dr. Charlie Hutchison of the LSU AgCenter requested that the Board increase the amount budgeted for Dairy Days from $2,000.00 to $3,000.00 due to increased costs and fewer funding donations from ag businesses.

A motion made by Michael Shaun Houeye and second by Darrell Sinagra to increase the budget allocated for Dairy Days from $2,000.00 to $3,000.00 in the proposed budget. The motion carried.

Mrs. Estay advised board members that a vote was needed to accept the proposed budget.

A motion made by Darrell Sinagra and second by Robert Sharkey to accept the FY 2023 proposed budget with the increase for Dairy Days from $2,000.00 to $3,000.00. The motion carried.

**GARRISON ADVERTISING REPORT**

Gerald Garrison of Garrison Advertising presented the advertising report. He began the presentation with the 2022 Dairy Board LAFA Grant budget (January 2022-June 2022) which includes outdoor (outdoor panels using four existing printed vinyl panels with Certified LA logo; panels up April and May 2022, included agency time) – budget - $8,000.00, spent - $8,000.00; agency and creative services (vendor coordination and media placement) – budget - $2,000.00, spent - $2,000.00; and digital display ads (digital display ads addressing target marketing using existing creative elements) – budget - $5,000.00, spent - $5,000.00 for a total of $15,000.00 budgeted and spent. Mr. Garrison gave a recap of outdoor exposure and updated board members on “Better With Dairy” grant digital display ads.

Mr. Garrison continued his presentation with the 2022 Dairy Board budget which includes social media management and development (creation of up to eight social media posts per month; increase awareness of dairy products and farmers) – budget - $17,200.00, spent - $17,200.00; content promotion and targeted messaging (promotion of up to eight posts per month to help increase website following) – budget - $4,800.00, spent - $4,800.00; new campaign creative, video and production support [copy and broadcast support for up to five :30-1-minute videos (farmers, Lucy Anna)] – budget - $4,000.00, spent - $3,500.00 est.; outdoor panels to extend grant campaign (five panels placed in June 2022; includes printing of new vinyl) – budget - $7,000.00, spent - $6,500.00 est.; digital ads campaign (digital display ads addressing target marketing using existing creative elements) – budget - $5,000.00, spent - $5,000.00; t-shirt design, printing and related promotional materials (digital display ads addressing target marketing using existing creative elements) – budget - $6,000.00; and agency services (cost for supervision and project coordination) – budget - $6,000.00, spent - $6,000.00 for a total of $50,000.00 budgeted. Actual spent total number was unavailable due to pending final invoice submissions. Mr. Garrison reviewed the May 2022 social media calendar, recap of social media and digital display ads.

A motion made by Darrell Sinagra and second by Robert Sharkey to accept the Garrison Advertising report. The motion carried.

**DAIRY MAX REPORT**

Marty McKinzie and Ashley Winfrey presented the Dairy Max report, “The Amazing World of Dairy.” Mr. McKinzie began the presentation with updates on school marketing including the child nutrition director educational webinar; St. Tammany Parish/Saints partnership; SNAL annual conference; consumer marketing; virtual farm experience; and Dairy Days giveaways. Mr. McKinzie continued with information on health and wellness, including updates on Southern University and NOCHI. Ms. Winfrey provided an update on the Louisiana Academy of Family Physicians Conference, informing board members they will have a booth there.

Mr. Konkle thanked the Board and expressed appreciation for everything it has done.

A motion made by Robert Sharkey and second by Darrell Sinagra to accept the Dairy Max report. The motion carried.

**OTHER BUSINESS**

Mrs. Estay informed board members that she received a thank you letter from Dr. Hutchison of the LSU AgCenter for all the support received from the Board for promotional projects. She stated that the Board also received a thank you letter for participating in Progressive Agriculture Foundation Ag Safety Days in Washington Parish by providing promotional items and handouts.

Mrs. Estay informed board members of the Certified Louisiana Grant in the amount of $15,000.00 and said the Board would need to vote to authorize her to apply for it.

A motion made by Darrell Sinagra and second by Michael Shaun Houeye to authorize Director Michelle Estay to apply for the Certified Louisiana Grant in the amount of $15,000.00. The motion carried.

Mrs. Sharkey inquired about advertising for the Greenwell Springs Rodeo, and Mrs. Estay confirmed that the ad was placed, and the bill has been paid.

**PUBLIC COMMENT**

There was no public comment.

**ADJOURNMENT**

No further comments were made. A motion made by Darrell Sinagra and second by Robert Sharkey to adjourn. The motion carried.